

November 8, 2017

8:30 a.m. to 12:00 p.m.

8:00 a.m. Continental Breakfast

Location:

Hercules Industries  
1310 W. Evans Ave.  
Denver, CO

Sponsored by:



Registration:

\$175 – per leader

\$595 – leadership team of four

Price includes a personal analysis of your individual culture style and how that style impacts behavior in your organization.

Register:

Simply email:

[bnewland@hercmail.com](mailto:bnewland@hercmail.com) or

[mriecker@hercmail.com](mailto:mriecker@hercmail.com)

Send us a message to advise us of how many you would like to attend.

If you would like further information, please call

Bill Newland (303) 210-5838 or

Pat Newland (303) 210-5874

To enhance the quality of this presentation we need to limit the event to 40 participants



[www.spitzercenter.org](http://www.spitzercenter.org)

# Journey to Excellence

## Special Half-day Seminar

*Improve your leadership and organizational culture with the Four Levels decision-making model.*

The Spitzer Center for Ethical Leadership has a unique approach to helping leaders bring out the best in themselves and others. Our programs are based on timeless insights into the four basic drivers of human nature, distilled into practical guidance on how to help leaders build a great, high-performing culture.

The desire for happiness drives all behavior and decision-making. But this single desire has four expressions or levels, one of which will be dominant. That dominant level has a profound impact on the choices people make in life and on the job, and an organization's culture is shaped by the level at which most employees seek fulfillment.



**Happiness is the only goal that people pursue for its own sake, which makes it an ideal lens for explaining why people and organizations behave as they do.**

The **Journey to Excellence** Seminar will show you how to:

**Apply** the Four Levels of Happiness to your own life and leadership style.

**Maximize** constructive thinking and behavior in your organization's culture.

**What you will get:**

- ✓ Journey to Excellence program summary guide and roadmap
- ✓ Personal 4 Levels Analysis & Organization Culture Inventory
- ✓ Tools for daily reflection reinforcing 4 Levels of Happiness
- ✓ Journey to Excellence CD set of 16 Milestones of Transformation

"Robert Spitzer has drawn a blueprint for ethical consideration and conduct within our organization at every level of activity."

– **Jim Sinegal, Co-founder, Costco Wholesale Corporation**

"Drinking deeply from this well of wisdom will help any leader soar to new heights."

– **Alan Mulally, Former President, Ford Motor Company**

**Presenters:**



**Jim Berlucchi**  
Executive Director  
Spitzer Center for  
Ethical Leadership

**Bill Newland**  
Chairman  
Hercules Industries  
Denver, CO

